

J. ARI SWILLER

Ari Swiller along with S. David Freeman, former Chairman of the California Power Authority, and Cole Frates founded Hydrogen Now, a Los Angeles-based firm specializing in renewable and alternative energy projects, as well as, water resource management. Hydrogen Now provides a full range of project development and strategic advisory services relating to all aspects of sustainable and renewable power and water, and alternative fuel transportation, including: financing, permitting and regulatory and political issues. Mr. Swiller participates in all aspects of the firm's transactions and management. Prior to founding Hydrogen Now, Mr. Swiller was a principal in The Yucaipa Companies, a private equity firm also based Los Angeles managing several billion dollars. Mr. Swiller's responsibilities included raising Yucaipa's Private Equity funds, strategic investment planning, public relations, community affairs, and philanthropy. In addition, Mr. Swiller managed the firm's board of advisors, which includes former President Bill Clinton and former HUD Secretary Henry Cisneros. Mr. Swiller served as Vice President of External Affairs at Ralphs (a Yucaipa portfolio company now merged into Kroger) and Executive Director of the Ralphs/Food4Less Foundation.

Mr. Swiller is a board member of D.A.R.E. America, the Chrysalis Foundation, The Los Angeles Conservation Corps, and the L.A. Urban League Capital Campaign. Mr. Swiller received a B.A. from Cornell University. He lives in Los Angeles with his wife and daughter.